

IN THE CLAIMS

1. (Currently Amended) An advertisement supplying system for displaying advertisement information on a terminal apparatus connected thereto via a network, comprising:

means for accepting identification information of a customer from a terminal apparatus of said customer;

means for applying a point to a customer who views advertisement information; and

means for storing therein said point, an advertisement owner of the advertisement information related to viewing of the advertisement, and identification information of the customer in relation to each ~~other~~. other, the advertisement information and the name of the advertisement owner being displayed on the terminal apparatus of the customer when said point is used.

2. (Currently Amended) An advertisement supplying system for displaying advertisement information on a terminal apparatus connected thereto via a network, comprising:

means for accepting identification information of a customer from a terminal apparatus of said customer;

means for displaying on the terminal of the customer advertisement information including a point which can give the customer an incentive to view an advertisement under selectable condition; and

means for storing therein said point, an advertisement owner of the advertisement information related to viewing of the advertisement, and identification information of the customer in relation to each other when the selection of the advertisement information is

~~accepted.~~ accepted, the information and the name of the advertisement owner being displayed on the terminal apparatus of the customer when said point is used.

3. **(Currently Amended)** ~~A program-product~~ computer readable medium for causing an advertisement supplying system which displays advertisement information on a terminal apparatus connected thereto via a network, ~~to execute;~~ said computer readable medium having encoded thereon computer codes which when executed on a processor perform the steps of:

~~a process for~~ accepting identification information of a customer from a terminal apparatus of said customer;

~~a process for~~ applying a point to a customer who views advertisement information; and

~~a process for~~ storing therein said point, an advertisement owner of the advertisement information related to viewing of the advertisement, and identification information of the customer in relation to each ~~other.~~ other.

the advertisement information and the name of the advertisement owner being displayed on the terminal apparatus of the customer when said point is used.

4. **(Currently Amended)** ~~A program-product~~ computer readable medium for causing an advertisement supplying system which displays advertisement information on a terminal apparatus connected thereto via a network, ~~to execute;~~ said computer readable medium having encoded thereon computer codes which when executed on a processor perform the steps of:

~~a process for~~ accepting identification information of a customer from a terminal apparatus of said customer;

~~a process for~~ displaying on the terminal of the customer advertisement information including a point which can give the customer an incentive to view an advertisement under selectable condition; and

~~a process for~~ storing thereinto said point, an advertisement owner of the advertisement information related to viewing of the advertisement, and identification information of the customer in relation to each other when the selection of the advertisement information is ~~accepted.~~ accepted.

the advertisement information and the name of the advertisement owner being displayed on the terminal apparatus of the customer when said point is used.

5. (Currently Amended) An advertisement supplying method for displaying advertisement information on a terminal apparatus connected thereto via a network, comprising:

a step for accepting identification information of a customer from a terminal apparatus of said customer;

a step for displaying on the terminal of the customer advertisement information including a point which can give the customer an incentive to view an advertisement under selectable condition; and

a step for storing thereinto said point, an advertisement owner of the advertisement information related to viewing of the advertisement, and identification information of the customer when the selection of the advertisement information is ~~accepted.~~ accepted, the advertisement information and the name of the advertisement owner being displayed on the terminal apparatus of the customer when said point is used.